



DRIVING CHANGE

STRATEGIC PLAN

2006



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State of California

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INTRODUCTION

We are pleased to present the Department of Motor Vehicles 2006 Strategic Plan. This plan was developed in concert with Governor Schwarzenegger's vision and challenge to achieve the "first government of the 21st Century." It will guide the Department in the next 18-24 months and embrace the Department's vision of driving change. We will drive this change with a customer-focused, solution-oriented, and innovative workforce, delivering services to Californians; when, where and how they want those services.

With direct involvement of the Director and total commitment of the executive staff, an assessment of the Department's current condition and strategic direction was conducted. The performance-management methodology used was in direct alignment with that of the Performance Improvement Initiative (PII).

Our process was initiated by having each of the executive staff identify the issues faced by our organization. Based on the results, a series of meetings was held to review and update the Mission, Vision and Core Values. We then established goals to support the Mission and Vision, and created corresponding Performance Measures to ensure the Department's accountability.

The goals were then translated into objectives. These objectives will provide our Department and its employees, the Agency Secretary, other control agencies, and the Governor with insight into how DMV will measure its success. Additionally, the objectives will guide policy and the decision-making process, and assist in establishing priorities for the Department.

Within this Strategic Plan is our commitment toward real priorities - service, safety, and security - and the activities that will achieve the Department's desired outcomes based on those priorities. This plan also illustrates that DMV is aware of and prepared to meet the future challenges that are related to these priorities. We will continue to add to our successes at 'driving change.' This plan cannot be implemented without the contributions of the entire DMV workforce. With continued dedication, we will serve our customers in new and innovative ways. Each one of our employees contributes to the positive customer experience, the safety of drivers and the security of personal information.

The Department is committed to achieving the objectives detailed within our 2006 Strategic Plan. Simply put, the DMV stands by its goals and it will be demonstrated by these detailed quantifiable objectives. We are driving change to become that 21st Century government that the Governor challenged us to be, for the people of California.

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MISSION, VISION, and CORE VALUES

MISSION:

California DMV will effectively and efficiently serve the public by:

- Registering vehicles to identify and authorize use, and titling vehicles to establish ownership interest, for consumer protection.
- Licensing and regulating the motor vehicle industry, and licensing drivers to protect consumers and promote traffic safety.
- Establishing true identity to ensure the validity of licensed drivers and identification card holders, and securing personal information for consumer protection.

VISION:

CALIFORNIA DMV: DRIVING CHANGE
CUSTOMER-FOCUSED • SOLUTION-ORIENTED • INNOVATIVE

CORE VALUES:

California DMV embraces the following as our Core Values:

- Honesty and integrity.
- Respect and consideration for each employee and customer.
- Accuracy and quality in all our products and services.

GOALS and OBJECTIVES

The California DMV has identified the following Goals and Objectives:

GOAL: Enhance customer service and consumer protection

OBJECTIVES:

- Increase the percentage of surveyed customers who rate DMV's service as 'satisfactory' or better, by 1%, by June 30, 2007.
- Reduce the percentage of consumer complaints against DMV licensed or unlicensed businesses that resulted in a DMV action, by 5%, by June 30, 2007.
- Increase the percentage of surveyed consumers who know of the existence of the Car Buyer's Bill of Rights, by 10%, by June 30, 2007.

GOAL: Reduce the impact posed by high-risk drivers and uninsured vehicles

OBJECTIVES:

- Reduce the percentage of vehicle registration suspensions enforced for lack of insurance, by 1%, by June 30, 2007.
- Increase the percentage of actions taken against high-risk drivers within established timeframes, by 4%, by June 30, 2007.

GOAL: Strengthen validity and security of personal information

OBJECTIVES:

- Increase the number of Driver License/Identification Cards cancelled for being fraudulent, by 5%, by June 30, 2007.
- Reduce the annual number of incidents that involve the security of personal information, by 1 incident, by June 30, 2007.
- Increase the percentage of surveyed governmental and commercial entities who rate their confidence in the California Driver License/Identification Cards as 'above average' or 'excellent', by 20%, by June 30, 2007.

NOTE: The objectives are designed to reflect the net change in data from July 1, 2006 to June 30, 2007.

